

Global Surfactant Market - Analysis By Type (Anionic, Non-ionic, Cationic, Amphoteric), By Application, By Region, By Country (2020 Edition): Market Insights, COVID-19, Implications, Competition and Forecast (2020-2025)

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Abstracts

EXECUTIVE SUMMARY

Global Surfactant Market was valued at USD 38198.5 million in the year 2019. The increase in the number of well-informed customer base, rise in personal hygiene and cleanliness awareness worldwide, changing lifestyle, inclination towards self-grooming, increase in purchasing power, augmented spending on skin care, hair care, oral care and home care products are some of the factors driving the market and anticipated to infuse growth in the market for surfactant during the forecast period of 2020-2025.

Anionic Surfactants are anticipated to grow as it has high foam, dirt removal and excellent dispersing and emulsifying properties due to which it pick up footing because of the substantial upliftment in demand driven by the equal development in end use applications such as home care, building and development, pharmaceuticals, agriculture, oil and gas industry and some more industries. Therefore, anionic surfactants are expected to grow further in the market. Furthermore, the contagion positioned huge awareness and importance of personal hygiene and cleanliness of home care, institutional and industrial cleaning all over the world due to which the demand for detergents, hand wash, soaps, sanitizers have risen tremendously, thereby facilitating market of surfactants.

On the basis of Application, Personal Care segment is anticipated to witness the highest growth owing to entrance of new shoppers in the mass items segments and up-

gradation of existing clients from mass to masstige and from masstige to renowned or prestige items that consists of various skin care, hair care and oral care items. In all cases, the demand for the items will enhance and accelerate the market growth of surfactants. Furthermore, the rise in demand for different personal care items, for instance, child care items, haircare, gels, creams, and skincare products are driving the development of the personal care fragment in the worldwide market. Moreover, expanding eco-accommodating individual care items as a result of rising mindfulness among people is additionally a factor supporting the development of this segment. Furthermore, rising grooming awareness in the most populous countries like India and China will be driving the demand for surfactants.

Among the regions, Asia Pacific region is the most attractive region for the growth of surfactants industry owing to large young aspirational population base coupled with increasing disposable income who have begun investing in personal care products due to increased level of emphasis on their physical appearances and longing to look better or appealing.

SCOPE OF THE REPORT

The report analyses Surfactant market By Value and By Volume.

The report analyses Surfactant Market By Type (Anionic Surfactants, Non-ionic Surfactants, Cationic Surfactants, Amphoteric Surfactants).

The report assesses the Surfactant market By Application (Home Care, Personal Care, Industrial Cleaning, Others).

The Global Surfactant Market has been analysed By Region (North America, Europe, Asia Pacific) and By Country (US, Canada, UK, Germany, Italy, Netherlands, China, India, Japan, Thailand).

The key insights of the report have been presented through the attractiveness of the market has been presented By Type, Application and Region. Additionally, the major opportunities, trends, drivers and challenges of the industry has been analysed in the report.

The companies analysed in the report include – Aarti Industries Ltd Ltd, The Dow Chemical Company, Evonik Industries AG, Lion Corporation, Clariant, Galaxy Surfactants Ltd., Stepan Company, Cepsa, Croda International plc and

DKS Co Ltd.

The report presents the analysis of Surfactant market for the historical period of 2015-2019 and the forecast period of 2020-2025.

Key Target Audience

Chemical and Surfactant Manufacturers

Consulting and Advisory Firms

Government and Policy Makers

Investment Banks and Equity Firms

Regulatory Authorities

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